

Leo, the Lion Has 88 Writers on Official List

CANADIAN MOVING PICTURE DIGEST

Vol. 26, No. 21

TORONTO 2, CANADA

September 15th, 1934



**Have you heard about
our new feature "Babes
in Toyland"? You will!**

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2



YOU CAN KICK ME

for having failed to predict that
"Thin Man" was going to be
one of the year's biggest hits—



BUT YOU'LL KISS ME

for tipping you off about another
"Thin Man"—Yes sir, it's

ROBT. MONTGOMERY—MAUREEN O'SULLIVAN

in HIDE-OUT

Directed
by
W. S.
VAN DYKE
Produced by
Hunt
Stromberg

We told you that this delightful entertainment by the writers and director of "Thin Man" was going to be a surprise sensation! Look what's happening!

WASHINGTON, D. C. Doubles normal biz!
NEW YORK. Beats "Thin Man"!
KANSAS CITY. Biggest in months!
BALTIMORE. Beats "Tugboat Annie"!
BOSTON. Tops recent hits!
CANTON. Excellent!
COLUMBUS. Beats "Men in White"! Imagine!

ATLANTA. Way ahead of "Thin Man"!
MEMPHIS. Doing swell here!
INDIANAPOLIS. Also tops "Men in White" here!
EVANSVILLE. Excellent!
LOUISVILLE. Beats "Thin Man" by miles!
ST. LOUIS. Exceptional!
WILMINGTON. Tops "Thin Man" and recent hits!

Get going!

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RAY LEWIS
Editor and Managing Director

Published by Canadian
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A TENDER ASSOCIATION



DR. GIANNINI, Chairman of the Executive Committee of the Bank of America has an editorial devoted to him in the August issue of "The Cinema".

Dr. Giannini is a familiar name and figure in American Film Finance, and popular as a banker, which is a Distinction and an Achievement.

A statement made by this banker-financier appears to be in accord with the editorial views as expressed by The Digest from time to time. "We have had as you know, a terrible depression; and all over America you heard of railroad businesses slumping, steel businesses closed, manufactories of all kinds in serious depression. Yet all the time no studio was dismantled or abandoned; production was never curtailed; the cinema industry was at its greatest when the depression was at its height, and more money was spent in it. Could you say that of any other business? It is our fourth largest industry and we view it seriously.

"I have never regretted my interests in the cinema industry. There is no business that has responded as the cinema business has done. The loans I have made have been liquidated, and the business has never caused me a heartache. All through the depression I have loaned the cinema business millions of dollars — in 1929, 1930, 1931-32-33 and 1934. Millions, and it has all come out fine. The film business has never stuck me for a nickel."

It is a great tribute and is another corroboration of The Digest's many statements that compared to other Businesses, compared to Politics, Big Finance, etc., the Motion Picture Industry is "whiter than snow".

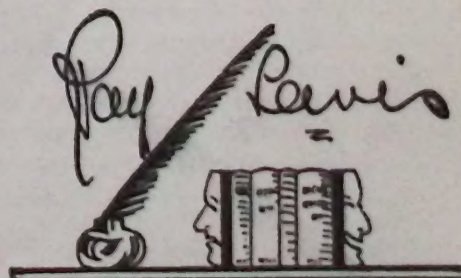
THE SEX COMPLEX

WE have before us just a few magazines, perused to find out something about Sex, for as we search through our Trade magazines, the subject "Sex" receives very little mention and no prominence. For an Art-Industry which is alleged to be so "sexy" this is somewhat astonishing, especially since Sex appears to be the conversation of this generation.

We hear about Sex in Church, in Synagogue, at Concerts, over the Radio, in Opera, in Shakespearean productions, in Social and Welfare Work, at meetings of Big Brothers and Sisters, in medical clinics, or medical broadcasts, at lectures on any subject. We hear about it in the drawing-room, in the grocery shop, or in the tea-room, at dinner, in the bed-room, on the beach, etc., etc.

"The Stage", in its September issue, has an article headed, "What is Indecent", and this article relates that the "pious assault of 1926 sent Mae West to jail, and laid the foundation for her apparently enduring fame". Harper's September number has a lengthy contribution, "Sex and Marriage in the Nineties", in which the author, Henry Seidel Canby, talks about "Chippy Companionship" with a nonchalant, if understanding flair.

Did anyone ever take a census of Magazine circulation, the Magazine which is today the library of our children? Millions read all about Sex.



RAY



RAY LEWIS

PRESENTS

IT is not necessary to introduce Upton Sinclair, he has been a crusader for the people's rights, through the power of the pen for many years which carried his books into many lands, translated into many languages.

His life of William Fox was a revelation; and incidentally the Senate of the U.S. had something as startling to say about certain financial magnates, associated through banking operations and stock market manipulations with Motion Pictures, as Upton Sinclair had to say of them as the mouthpiece of Fox.

Now Sinclair, whose overwhelming victory in the "gubernatorial nomination in California" places him in front line as candidate for Governor of California, will soon learn that, whereas the public was his friend, or unfriendly, or indifferent, this same Public will become Positive in their like and dislike of him during his campaign.

Politics makes Loves for Profit and Hates for Profit. The Loves for Profit may be defined as love for love's sake, the kind of political love which elects statesmen because these will truly serve the people, and Hates for Profit because someone is afraid that an Honest Man or Woman in politics will interfere with political graft, patronage and incidentally legislation, the latter which retains and creates Power for the Wealth behind all Governments.

THE New Republic has a column and a half devoted to "Upton Sinclair's Chances", some of which excerpts are as follows, "Conservative Democrats in California are being urged by such doubtless sincere well-wishers as the black Republican New York Herald Tribune to join an anti-Sinclair coalition and vote for that recently obscure gentleman, Acting Governor Merriam. We do not know whether Sinclair will be elected, but it is obvious that he has a good chance."

Another interesting excerpt reads, "Registration figures indicate that there are more Democrats than Republicans in California, and it seems clear that most of these Democrats favor the Sinclair candidacy, since his vote in the primary was larger than that of all his opponents combined . . . The real significance of the Sinclair victory is its demonstration of profound discontent in California. A few weeks ago we were being told that the state was ultra-Conservative — so much so that 99 percent of its inhabitants were supposedly organized in Vigilante bands for the purpose of beating up the radical one percent. It is now clear that this report is widely exaggerated. If Sinclair wins in November, as we hope he does, his incumbency as Governor should prove tremendously interesting as a social experiment."

I am not familiar with Sinclair's platform save that his slogan calls to, "End Poverty in California."

The Motion Picture Herald has several ideas on Sinclair's candidacy, as presented through its Kansas Correspondent, in an article headed, "State-Operated Studios Promised by Sinclair". A sub-heading reads, "California Candidate Would Rent Idle Plants, Establish Theatres by, For Unemployed".

Then we read, "The Motion Picture Industry in California—the state's dominant industry—faces the prospect of state-operated studios and theatres if Upton Sinclair is elected Governor of California."

"Interviewed in Kansas City while en-route to Hyde Park, N. Y., for a conference with President Roosevelt, Mr. Sinclair, the Socialist who is sailing under Democratic colours in his Democratic campaign for Governor, revealed he contemplates the establishment of a state theatre and a state film industry in California under his scheme to, "End Poverty in California".

Sinclair's experience as a producer of films was his financial backing of "Thunder Over Mexico", by Sergei Eisenstein, producer, "It did not bring back one-fourth of what was put into it."

I daresay Sinclair's reference is here to, "money", but perhaps it brought back other profits which are not recorded in financial ledgers.

I note that Variety reports "Legit Actress Enters New York Politics". Charlotte Orr is candidate for the Democratic State Committee for the 10th New York Assembly District, which takes in all of Times Square. Miss Orr was initiated into politics by campaigning for Landon Post, Tenement House Commissioner in 1932. She played a dominant part in this fight which has encouraged her to take a try on her own.

RAY LEWIS, Editor of The Digest, also participated in political campaigns. If Miss Orr thinks Sinclair will have a battle, she has no idea what she is in for, as a woman. It is quite a different story campaigning for the "male politician of the species", everyone pats you on the back and exclaims, "clever little woman" — the usual bunk and bologney, but the pat on the back in one moment is a "knife in the back" if the "clever little woman" tries to make the grade on her own.

One of the most popular scandal stories spread in the Ray Lewis campaign, and publicized by some of our ambitious young film lawyers in Canada is the story that Ray Lewis was not a candidate for member of parliament in the provincial election, she was simply there to split the vote; and for such service the Conservative party gave her ten thousand dollars.

(Continued on page 5)

Warner Bros. Launch "See America First" Series

Ray Presents

(Continued from page 4)

An investigation of this story of the alleged ten thousand dollars would be such a splendid opportunity to hang a case of fraud and bribery, etc., upon the Conservative party and upon Ray Lewis, "hanging her politically" as a certain member of parliament said his party would do if she did not come into the party. But there is no investigation of the alleged ten thousand dollars which it was said she received. So my dear readers, we must admit that the showman who said, "The public be damned", has cause for his damnation. If Sinclair and Miss Orr make it, however, there may also be some justifiable reason for another quotation, "All things are possible to the living".

WE have not as yet seen the benefits of state-owned Motion Pictures. Germany is a rotten example to avoid. Great Britain is doing magnificently with Government co-operation. What Russia is doing is difficult to discover, since Russian films which tell the true story have very little distribution on the American continent, or in the British Empire. India is coming on, but here too, we have Government co-operation.

France has government-controlled theatres and studios, but French pictures also are "short on market".

The situation in respect to the Industry of Motion Pictures in the United States is sufficiently healthy to carry on without Government-control. There is a good deal of Independent production and distribution, foreign-film distribution, and thousands of Independent theatres.

The Film Industry aids Employment and is among the very, very few Industries which made employment and some profits during the Dark Days of the Economic Depression.

It is in a rut, but it is rearing its head. It always does when Reformers publicized it in headlines as "Sex and Vice".

The Church Crusade gave it a healthy jolt. The result is better for Motion Pictures, and not so good for The Church, the latter which took in too much of a program and territory to succeed, just like Greed and Monopoly which burst themselves through their own Inflation.



Joseph Derry, of Kenora, Ont., was the unanimous choice of a Liberal-Conservative convention to contest the Kenora-Rainy River federal riding at the forthcoming by-election. He will oppose Hugh McKinnon, the Liberal-Labor nominee.

Mr. Derry owns the leading moving picture theatre in Kenora and for years was an active manager. He is known to film men throughout Canada.

No Reviews and Previews

By "JAY L."

THERE are no Reviews and Previews by "Jay L." this week owing to the fact that our reviewer is ill. Next week this breezy column presents itself as usual. "Jay L." has just turned eighteen. We like his reviews because he represents the opinion of the Motion Picture Fan, the Youth Generation. He is the buying public and his opinion, or her opinion, is of value to the exhibitor, the latter who must follow the successful trade slogan, "The customer is always right" if he would be successful. (Editor)

* * * *

"TREASURE ISLAND" is at Loew's. It is Metro-Goldwyn-Mayer's treasure-picture, which is appealing, to use the advertising slogan, to the old who have not grown-up, and the young who have grown-up.

Hunt Stromberg is producer and Victor Fleming director. It stars Wallace Beery, Jackie Cooper and conspicuously presents Lionel Barrymore, Otto Kruger, Lewis Stone, Nigel Bruce, and Chic Sale. What a cast! Robert Louis Stevenson's world-famous, as well as world-read story lives in the M-G-M production.

Aside from the wealth of the individual characterizations, the directorial quality of this picture leaves it a perfect production.

Leo as usual has been lavish. What sets, what investiture, what atmospheric ensemble! As one beholds the unreeling of scenes of magnificence following scenes of magnificence, it looks as if Leo discovered Captain Kidd's treasure for his production of "Treasure Island".

* * * *

"THE WORLD MOVES ON" is a Fox picture from which we expected another "Cavalcade". We are probably no more disappointed than Fox. John Ford directed the story which was adapted from a story by Reginald Berkley, Madeleine Carrol, that delightful English actress was imported for the lead, but despite good work and a screen personality Carrol did not make the Diana Wynyard impression of "Cavalcade". Perhaps "The World Moves On" did not give her the chance that Wynyard had. In fact we know that it did not. The picture appeared to be a succession of War news reels strung along on a thin line of a story. Certainly not a big picture.

* * * *

"MADAME DU BARRY", Warners. This picture is presented as a farce comedy. It takes some time to get used to the idea, because Du Barry has always been such a tragic figure and tragic affair.

As a farce comedy it is great fun, for Dolores Del Rio enters into the spirit of making "whoopie" with the King, Louis XV; and since everybody but the king's daughters, a few others, all appear to like it, why shouldn't we?

Exhibitors would do well to let their patrons know that this is Du Barry in its merriest mood. That it is not historical, but discreetly and amorously naughty. That Dolores Del Rio is beautiful enough for all the Louis combined, not overlooking a few of our past British Georges, that the production is as lavish as Midsummer Night's Dream and a Thousand Nights combined. It is merry entertainment.

British Film Censor Board Advocate International Action to Establish Complete Control Animal Films

**KRO-RADIO BRILLIANTLY OPENS THE
DRAMA AND THE MOST UNUSUAL SHOW**

The one story chosen
from thousands to open
a year of finer screen
entertainment! Charles
Morgan's notable novel
of three lives caught
in a whirlpool of passion
... a glorious woman
and two men who love
her!

**A HUMAN DRAMA THAT
LEAPS FROM THE DEEPEST
WELLSPRINGS OF
YEARNING HEARTS**

**ANN
HARDING**

with
**BRIAN AHERNE
PAUL LUKAS
JEAN HERSHOLT**

CHARLES MORGAN'S GREAT NOVEL
BROUGHT TO THE SCREEN AT THE
HEIGHT OF ITS WORLD ACCLAIM!...

DIRECTED BY JOHN CROMWELL



**NEW SCREEN SEASON WITH A SUPERB
FEATURE EVER PRODUCED**

Twenty minutes of enchantment! . . . The Little Feature in radiant Color that is the year's big screen sensation! Romance, melody, drama, dance and ravishing beauty!

LA Cucaracha

Produced in the Perfected
NEW TECHNICOLOR

Scenes created in color by
ROBERT EDMOND JONES
World's Foremost Designer of Stage Settings

with **STEFFI DUNA**
DON ALVARADO • **PAUL PORCASI**
EDUARDO DURAND and His Orchestra

"YOU WILL PLAY IT AGAIN AND AGAIN!"



Produced by Kenneth McGowan
Directed by Lloyd Corrigan

A PIONEER PICTURE

Dear Old London

(Special to The Digest from our London correspondent, Dennison Thornton)

"Pansies for Thoughts"

WILLI KRAUSE, chief censor of scenarios in Berlin, fancied himself as an author. So one day recently he sat down and wrote a film-scenario entitled "Courage, Suzanne", which he duly submitted to his colleagues for approval.

Now the story concerned a girl who seeks a movie career during the pre-Nazi regime. The producer agrees to hire the girl but only providing she becomes something more than a mere employee.

When Willi's colleagues read this there was much foaming at the mouth on the part of the Board which proceeded to apply its boot to the Krausian pants with the admonishment: "Such a subject is improper and scandalous and has no place in the Third Reich. See it does not occur again."

And that was that!

(DIGEST EDITOR'S NOTE—Had Krause wrote a Fairy story, "Pansies for Thoughts", it would have had a Hitlerized approval.)

British Censors See Scenario

PRODUCERS here are adopting the practice of submitting scenarios to the British censor in advance of production. It is cheaper, they find, to do this than to have to chop up the finished film. The censor board has now a department to handle these scenarios. On the whole the system is good though often what looks innocent in print turns out quite different on the screen! The system, however, saved British & Dominions a fortune recently when the company submitted its scenario of the proposed "Bloody Assizes" film dealing with the career of notorious, historical Judge Jeffreys. The censor condemned the project instantly on the grounds that it would shed a bad light on British justice and that in any case the use of the word "Bloody" in title and script was very objectionable. Had B. & D. completed the film before sending it to the board the result would have been a complete financial loss and a terrible waste.

"The Epidauras Trust"

LONDON Film Productions have established a subsidiary stage company, "The Epidauras Trust", which has taken over a West End theatre where it will produce its own plays. Idea is to test possible film material. If a play meets with success it will be screened. By renting a theatre the company claims it can avoid having to pay big movie rights to authors of successful plays.

First production will be staged in October. It will concern the private lives of Napoleon and Josephine with Frank Vosper and Mary Mills co-starring. Many of Korda's young ladies will be given stage roles under the new scheme.

Though original in most things, London Films are indebted for this idea to Basil Dean, chief of Associated Talking Pictures, who has been running the Cambridge Theatre in conjunction with his studios for many months.

Dean contends that the stage being the main source of film material the joint movie and stage repertory scheme offers excellent training to promising screen talent. Moreover by keeping such talent regularly employed between stage and screen, young players are safeguarded against Hollywood offers tempting them out of England.

Associated Talking Pictures Expand

WHILE the mid-summer hot season threw production activity into its annual state of suspended animation, studio men here are engaged on plans for the Autumn. Down at Associated Talking Pictures, for instance, there are signs of healthy development and of good things in store. Presided over by Basil Dean, creator of "Constant Nymph", A. T. P. have done so well during the past four years that they have been compelled to expand by way of adding a gigantic new sound stage, said to be the largest in Europe.

At the invitation of Aubrey Blackburn, A. T. P.'s brilliant casting director, I looked over the company's "lot" the other day on behalf of The Digest and witnessed finishing touches to the mammoth new stage and also final work in the cutting rooms on the latest Gracie Fields picture, "Sing as We Go", which looks like being a splendid bet for Canada.

Blackburn is full of enthusiasm over A. T. P.'s "Java Head" which created something of a sensation at its trade-show. He confessed to me that after reading the Hergesheimer novel and seeing the old silent version he frankly considered the subject unsuitable as talkie material.

"But you should see what a magnificent job of direction Walter Ruben has done. He has made it one of the best films I have ever seen. We are all so pleased we hope to secure Ruben for another picture in the near future."

Blackburn informed me that location work in Devonshire will begin shortly on "Lorna Doone" which Basil Dean is directing. Victoria (Vancouver) Hopper will be co-starred with Phillips Holmes who comes from Hollywood to replace John Loder. On completion of "Doone" Toeplitz Productions will move into the new A. T. P. sound stage for their "Dictator" film in which Clive Brook and Madeleine Carroll will appear.

Gaumont's Arliss Films

IN the meantime Gaumont are lining-up their Arliss films and are also planning new studios in the suburbs. London Films, progressing quietly on "Scarlet Pimpernel", will build studios at Elstree shortly, while B. & D., in addition to erecting a new sound stage, are preparing for their Elizabeth Bergner film, "Escape Me Never", which goes into production in September. B.I.P. also assure us of bigger and better things during the coming season. What better evidence of the healthy condition in British production than the present general studio expansion?

British Greta Garbo?

AT the risk of being jeered at by the usual sceptics we openly predict that Greta Garbo will make a picture for a major British company in the very near future. On what grounds do we base our prediction? Well, Louis B. Mayer, M-G-M production chief, was in a huddle with a major company's executives when he was here and Mayer himself admitted that he wants to establish co-operation between Leo the Lion and John Bull. That's clue number one. Clue number two: One of Garbo's Swedish agents is coming to town presumably to open negotiations on the star's behalf. Clue number three: It has been well known for some time that Victor Saville has a story all ready for Garbo and that he has been anxious to direct her in it. Clue number four: Saville directs for Gaumont-British.

Clarence Brown, Director, Signs New 3 Year Contract with M-G-M

CONKLIN IN WINNIPEG

(Special to The Digest)

Toronto Is Liberal

YOU can buy and sell the mundane necessities of life with a certain amount of confidence in your selection, but buying and selling amusement in the form of moving pictures is like solving the most intricate jig-saw puzzle. Catering to the sentimentality of the people of Canada is a tricky business, Col. John Cooper, president of Motion Distributors' Association, Toronto, has found.

Colonel Cooper is in Winnipeg conferring with government officials concerned with laws governing moving pictures, and with all persons interested in the selection of pictures for Manitoba. Col. Cooper terms himself the moving picture information bureau, or the representative of the moving picture board of trade. His organization represents the distributors who cater to 700 moving picture houses in Canada.

Col. Cooper has gathered considerable information about censoring. Toronto, for instance, is more liberal-minded than Winnipeg. "That is quite true," affirms Col. Cooper to The Digest correspondent. "There is more criticism of pictures in Winnipeg. In fact Toronto is the most liberal-minded place in Canada, today," he declared.

British Columbia and Quebec turn down more pictures than do the other provinces — not necessarily because of those pictures being considered immoral but for various reasons of nationality, religion, etc., Col. Cooper said.

Last year, out of 550 pictures brought into Canada 33 were condemned by one or more of the eight censor boards. Actually the condemnation amounted to 78 individual censor condemnations.

"If censors were left alone to use their own judgment, everything would be all right," was the opinion of Colonel Cooper. "But there are the few elderly ladies, brought up in another age and easily shocked by reality, who make it difficult for the censors." The number is decreasing, he thought.

As for the Hollywood clean-up, Canada will benefit because there will be a larger selection of pictures to the liking of Canadians available.

The distributors represented by Colonel Cooper selected 460 pictures for Canada. The world's production was 1,000 pictures and the total number shown in Canada 550. Selection was made as follows: Hollywood, 310; French, 60; British, 90.

* * * *

British Film Preference Growing

"Of the 700 theatres in Canada, 150 used a number of British pictures last year and the preference for the British picture is growing," Colonel Cooper said. Australia and New Zealand use many more British pictures than does Canada, to date. In 1932 Canada used only 30; in 1934, 90. The average earnings of the 90 were higher than the average earnings of the 30. "Sunshine Susie", made by the British and Germans, had greatly increased popularity of British pictures.

Colonel Cooper believes the three prairie provinces will have a joint censor board in time. "It is ridiculous that there is not a joint board now. The provinces approved the principles of a joint board by legislation 11 years ago," he said. The board of nine could pass on pictures and the majority vote carry for the entire territory; instead of Manitoba accepting and Saskatchewan refusing a picture, for instance, as happens occasionally now, he explained.

Better Pictures — Better Public

IN connection with a movement in Canada to secure what is called "Better Pictures", any such movement is commendable, but it is also true that the agency which can work the greatest reform in this direction, is the theatre public, that great army of cash customers, who gallop up to the box office and lay their money on the line to help keep the industry going. The public, in the last analysis, can get better pictures if it demonstrates that it wants them — but in the past it has miserably failed to do so. Any exhibitor will tell you that the people who talk the loudest and pass the most resolutions in favor of a certain type of film entertainment, will not patronize that entertainment when it is presented to them, declares Mr. John Hazza, western divisional manager of Famous Players Canadian Corporation.

The Motion Picture Industry is not subsidized. It is a purely commercial business, and the men in it are there, primarily, because it is the best means they know by which to make a decent living. If they could do better in another line a good proportion of them would go to it.

Motion Picture producers, for the most part, lack the background, or the training to intelligently produce consistently good films. They are guided to a great extent by box office returns. Their aim is to give the buying public the picture that public will pay to see, and if this happens to be an historic classic, above reproach, or a Mae West hips drama that is just what they get. And so far hips drama pays the biggest dividends. Stage shows are in the same class. How many authors write great drama, or comedy, and how many theatrical producers have sensed great drama values?

* * * *

"Those Were The Days"

WINNIPEG was the first city in Canada to get a glimpse of Will Hay, noted English comedian, famed for his "schoolmaster" types on the British stage and screen. Hay came to the Osborne in "Those Were the Days", a screen adaptation of the Pinero comedy, "The Magistrate". This picture recently played in the Marble Arch in London. This was its Canadian premiere.

* * * *

"Immoral and Indecent Movies"

AT least five of the pictures classified as "immoral and indecent" by the United States Legion of the Roman Catholic church have been passed by the Manitoba board of censors and three are due for early screening in Winnipeg theatres. The other two have already been shown.

One of the films frowned on by the church censors in the campaign to drive obscenity from the screen was "Little Man, What Now?", adapted from Hans Fallada's novel of social and economic life in Germany.

Armed with the knowledge that the picture had been banned by church authorities in the United States, members of the censor board subjected it to close scrutiny and study and finally passed it with only minor deletions. The same treatment was accorded this week to another banned film, "The Life of Vergie Winters". The board ordered two or three clippings, but they were not substantial.

The picture "Dwarf Angel" was passed several weeks ago.

The two pictures already shown locally and listed in the "immoral and indecent" class by the church authorities are "Manhattan Melodrama" and "Fog Over Frisco".

Members of the board said the editions forwarded for censoring here might not be identical with those to which the objection was taken in the United States. At any rate they were not deemed objectionable and were passed.

Gaumont-British Sell 14 Pictures to Radio City Music Hall and Roxy

Fairweather in St. John

(Special to The Digest)

MANY congratulations were extended Messrs. J. M. Franklin and Meyer Herschorn upon the opening of their new theatre, The Mainstreet, which opened its doors to the public August 29th on Main Street, Saint John, N.B.

Mr. Franklin of Ottawa is no stranger to the Maritimes having been manager of the Opera House at Saint John for some years and having lived in Halifax where he built the Strand Theatre, the Strand Theatre in Sydney, Cape Breton. He also owns the Dundas in Dartmouth, the Community in Halifax, the Mayfair in Saint John, as well as the Family also in Halifax, N.S. He was a welcome visitor to Saint John when he came here formerly in connection with his duties as General Manager for the RKO Corporation. Mr. Franklin's splendid community spirit is well known.

Associated with him is Meyer Herschorn of Halifax for many years in the Motion Picture Theatre business, manager of the Community Theatre in Halifax, and a very popular man among Halifax citizens.

* * * *

New Theatre St. John

HIS Worship Mayor Brittain in a brief speech welcomed Mr. Franklin and Mr. Herschorn and wished their new theatre every success, congratulating them upon their enterprise and faith in the city of Saint John. A number of invited guests were present who occupied the loge seats. The gallery and lower floor were entirely filled on the opening night and crowds were turned away from the first performance.

The manager of the new theatre is T. J. O'Rourke, formerly of the Palace Theatre and owner of the Gaiety Theatre, Fairville, N.B. Mr. O'Rourke has been twenty-eight years in the movie world, is a native of Saint John beginning his career with F. G. Spencer in 1906. He was for some time in Yarmouth, N.S., one of the Spencer chain of theatres and returning to Saint John operated the Palace for fifteen years. Mr. O'Rourke is noted for his good citizenship as indeed all three men connected with the Mainstreet are noted, and is a valued citizen of Saint John's North End where he is deservedly popular.

The theatre is built of steel and concrete having a seating capacity of nine hundred. Entering under a marquee with many Neon lights the ticket booth of solid oak may be seen. The lobby floor is tiled and the lighting is indirect. The entire auditorium is panelled in acoustic boards and decorative pilasters. The chairs are walnut finished and upholstered. The ornamental lights have a barred effect in shades which are very pleasing. Gold drapes and gold curtains are used for the stage. The equipment is RCA High Fidelity. There are numerous exits for the safety of patrons and sponge rubber cushions the entrance and aisles. The effect of the entire theatre is quiet and in the best taste.

* * * *

Three Changes Weekly

FOR the opening programme the management chose the United Artists picture, "Gallant Lady". A Walt Disney cartoon, "The China Shop", was greeted with applause. The programme will change three times per week.

Both Mr. Franklin and Mr. Herschorn were present on the opening night to welcome their patrons and many bouquets of flowers and messages of congratulations testified to the good wishes of their many friends.

Carl Laemmle, President of Universal, Attends Universal's "Over the River" Trade Show, Prince Edward Theatre, London

It's a Girl

CONGRATULATIONS are in order to Mr. and Mrs. Eric Golding of Saint John on the birth of a daughter recently, the first child in that family. Eric Golding is the efficient booker of Regal Films Limited, Saint John, and Abe Smith's right hand man. As a son of Walter H. Golding of the Capitol Theatre, "Eric" was born right into the theatre business and he, Mrs. Golding and the new little girl will have the good wishes of a host of friends in the territory. Mr. Golding is well known in the Motion Picture world.

* * * *

Spencer Returns to Canada

MR. F. G. SPENCER of Saint John is being warmly welcomed back after his trip to England and his recovery from a serious illness which unfortunately marred the pleasure of his trip overseas.

* * * *

Film Sales Good

JUST recently the Film Board Secretary in Saint John wished to consult the members of her Board and finding that all but two were out of town on business trips, and that those two had but very recently returned, concluded that the selling season was well under way.

* * * *

MR. PATRICK J. HOGAN accompanied by Mr. Gerald A. Hoyt, are spending some time on a trip to Newfoundland on business. Mrs. Hogan accompanied her husband and had her introduction to the native land of the manager of the Paramount Film Service, the Saint John Branch.

British Censors Reject 23

CONSTANCE CUMMINGS has scored a big hit in "Sour Grapes" on the London stage . . . Annual report of the British Board of Censors shows that 23 films were rejected last year out of a total of 2,000 submitted. Rejections due chiefly to too much sex and also to "portrayal of crime methods capable of imitation" . . . Van Schmus, managing director of Radio City Music Hall, says "British producers have not only found a new international viewpoint towards films, but have set a new standard in good taste for pictures".

Mayfair Re-opens with Northern Electric "Wide Range"

The Mayfair Theatre in West Toronto re-opened recently, after a complete renewal of the interior, foyer and lobby, and replacing its old sound equipment with the installation of a new Northern Electric Wide Range Sound System, the newest development of moving picture sound reproducing equipment; a feature of which is that it is All-Canadian Made, being designed and manufactured in the company's plant in Montreal.

"Hollywood on Wheels"

"Hollywood on Wheels", the M-G-M \$150,000 Educational Studio Caravan, which is touring the world and is at present in Canada, is arousing no end of interest stopping at various theatres throughout the country. It is equipped 100% with the "Voice of Action" Sound Recording and Reproducing System, and Public Address System.



Show Business



"The Fountain," RKO Radio Picture

Ann Harding is to have the honor of inaugurating the RKO Radio Pictures' 1934-35 features production releasing schedule with her latest starring vehicle, "The Fountain", based upon the popular Charles Morgan novel. Miss Harding is supported by a brilliant cast headed by Brian Aherne who appears opposite her. Among the prominent screen personalities featured in the film are Paul Lukas, Jean Hersholt, Ralph Forbes, Sara Haden, Violet Kemble-Cooper, Frank Reicher, Christian Rub, J. M. Kerrigan, Desmond Roberts and Douglas Wood.

Pandro S. Berman supervised the production. John Cromwell the maker of "Of Human Bondage", the recent Leslie Howard success released by RKO Radio, was responsible for the direction of "The Fountain". Jane Murfin adapted the classic novel to the screen.

"Wicked Women" Goes Into Production at M-G-M

"Wicked Woman", adaptation of the novel by Anne Austin which will mark Mady Christians' first assignment under a recently signed Metro-Goldwyn-Mayer contract, started at the Culver City studios on Sept. 10.

The cast of the picture, which Charles Brabin directs includes Jean Parker, Zelda Sears, Betty Furness, William Henry and Sterling Holloway.

Charles Laughton Playing Micawber in "Copperfield"

Charles Laughton, who recently completed the role of Edward Moulton Barrett in "The Barretts of Wimpole Street", has been assigned the part of Mr. Micawber in "David Copperfield", now under way at the coast under supervision of David O. Selznick, with George Cukor directing.

After completing the characterization of Micawber — one of the best-known of all of Dickens' fictional creations — Laughton will play Louis XVI in the forthcoming screen adaptation of Stefan Zweig's "Marie Antoinette".

Prominent Stars in 20th Century Productions

Darryl Zanuck announces the assignment of two of the screen's most prominent stars to appear in two of the forthcoming 20th Century productions. They are Adolphe Menjou, who will have an outstanding role in "The Mighty Barnum", and Fredric March, who will be seen in the stellar part in "The Call of the Wild".

Clear the Decks for Universal's Showboat

Clear the decks of Universal City for "Showboat". Directly after New Years Carl Laemmle, Jr., himself will place this greatest piece of production property owned by Universal in production. Announcements of the players who will take the famous roles will be coming along soon.

RKO Radio to Make Drama of Streamline Train

The last-word in rapid railroad transportation, the Burlington Streamline Zephyr will be featured in RKO Radio's "Silver Streak", a drama of modern life which has as its thrilling climax a trans-continental race from Chicago, to foil death at, Boulder Dam.

Securing the exclusive use of this latest achievement in mechanical marvels brings something new to the films and accords RKO Radio with the leadership in what is expected to be a forthcoming cycle of action pictures.

The Streamline Zephyr is at present on exhibition at the World's Fair in Chicago. Glendon Allvine, associate producer of the picture, and Tommy Atkins, director, are already in Windy City with a crew making preliminary shots for "Silver Streak". The leading players of the film have not yet been announced.

4 Shooting, 9 Preparing at Warner Bros. Studio

Warner Bros. have four productions currently before the cameras at the company's Burbank studios, with nine being readied for early production.

The four pictures now in work are "Bordertown", starring Paul Muni; "Babbitt", co-starring Guy Kibbee and Aline MacMahon; "Flirtation Walk", a Frank Borzage production with an all-star cast including Dick Powell, Ruby Keeler, Pat O'Brien, etc.; and "Singer of Naples", which is being made in Spanish, starring Enrico Caruso, Jr.

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Toronto Theatres

LOEW'S—Manager Jules Bernstein — Wallace Beery and Jackie Cooper in "Treasure Island", produced by Metro-Goldwyn-Mayer.

IMPERIAL—Manager Jack Arthur — Janet Gaynor and Lew Ayres in the Fox picture, "Servants' Entrance".

TIVOLI—Manager D. Krendal — "Cavalcade", with Diana Wynyard and Clive Brook, a Fox picture.

SHEA'S—Manager Jerry Shea — Zasu Pitts and Slim Summerville in "Their Big Moment", an RKO production.

UPTOWN—Manager Tom Daley — Dolores Del Rio in "Madame Du Barry", a Warner Bros. release.

Mark Ostrer, of Gaumont-British in New York Conferring on National Sales Force

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